

Message Text

UNCLASSIFIED

PAGE 01 MILAN 00892 190757Z
ACTION EUR-12

INFO OCT-01 ARA-10 ISO-00 EB-07 /030 W
-----191256Z 080363 /44

R 190702Z MAY 77
FM AMCONSUL MILAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 5393
AMEMBASSY ROME
AMCONSUL SAO PAULO

UNCLAS MILAN 0892

SAO PAULO PASS GARNITZ

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: MILAN TRADE CENTER MAY EDP USA EXHIBITION

1. EDP USA - MINICOMPUTERS, TERMINALS, PERIPHERALS
2. U.S. TRADE CENTER, MAY 10-14, 1977
3. FIFTY-EIGHT EXHIBITORS FOR 93 PARTICIPANTS
4. NSALES DURING SHOW: \$4,415,500
5. SALES PROJECTED NEXT 12 MONTHS:
 - A) NTM - \$7,280,000
 - B) OTM - \$34,306,000
 - C) TOTAL \$41,586,000
6. THREE EXHIBITORS SOUGHT EXREPS
7. TEN EXREPS APPOINTED DURING SHOW
8. AN ADDITIONAL THIRTY-TWO EXREPS EXPECTED NEXT 12 MONTHS
9. N/A
10. TOTAL VISITORS: 2827

11.A) COLORADO VIDEO, BOULDER, COLO. NTM. EXHIBITED DIGITIZERS,
EXPANDERS, COMPRESSORS AND MEMORIES. PENETRATED GREECE
AND ITALY FOR FIRST TIME. APPOINTED ONE EXREP DURING
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MILAN 00892 190757Z

SHOW. SALES DURING SHOW: \$15,000. PROJECTED NEXT 12
MONTHS: \$60,00. JUDD JOHNSON, DIR. INT'L MARKETING
WROTE: "SHOW WAS WELL ORGANIZED AND LAID OUT. PLENTY OF
SPACE IN BOOTH. COOPERATION OF ALL STAFF WAS EXCEPTIONAL.
IMPORTATION AND CUSTOMS ARRANGEMENTS WENT QUITE SMOOTHLY
ESPECIALLY INCLUDING LAST MINUTE REPLACEMENT PARTS SENT
TO US FROM THE USA." CLEARED

B) DATA 100, S. MINNEAPLOIS, MNN. OTM. PENETRATED YUGOSLAVIA AND GREECE FOR FIRST TIME. EXHIBITED KEYBATCH SYSTEM AND REMOTE ENTRY SYSTEM. SALES DURING SHOW: \$1,000,000. PROJECTED SALES NEXT 12 MONTHS: \$10,000,000. WROTE C. BARBERIS, TECHNICAL DIRECTOR, DATA 100 SPA ITALY: "VERY GOOD ORGANIZATION, MORE SPACE AVAILABLE COMPARED 1976." CLEARED

C) HEWLETT PACKARD CO., PALO ALTO, CAL. OTM. EXHIBITED HP SYSTEMS AND TABLE CALCULATORS. SALES DURING SHOW: \$100,00. PROJECTED 12 MONTHS: \$1,000,000. WROTE SIGNOR BOLDINI, EDP MGR., HP ITALIANA: "SHOW NOW BECOMING INDISPENSABLE FOR EDP PRODUCERS IN ITALY. SUGGESTIONS: IMPROVE PHYSICAL STRUCTURE, MORE LIGHT, MORE MODERN SIGNS." CLEARED

D) INTERDATA, OCEANPORT, N.J. NTM. EXHIBITED COMPLETE SOFTWARE AND HARDWARE SYSTEMS. PROJECTS 12 MONTHS SALES FROM \$1-2 MILLION. EXPECTS TO APPOINT AS MANY AS FIVE EXREPS IN NEXT YEAR. MARIO GUZZETTI, SALES MGR. INT'L DIV. WROTE: " AS A RESULT OF THIS SHOW, INTERDATA MUST NOW COMMIT TO OPEN OFFICE ASAP IN ITALY. MANY LEADS OBTAINED AND LEVEL OF ENQUIRY WAS SERIOUS." CLEARED

12. THE MTC'S SIXTH ANNUAL EDP EXHIBITION WAS BOTH THE LARGEST AND MOST SUCCESSFUL SHOW EVER HELD. FIFTY-EIGHT EXHIBITORS REPRESENTING NINETY-THREE U.S. COMPANIES COVERED OVER 24,000 FEET OF EXHIBITION AREA AND PREDICTED THE HIGHEST PROJECTED 12 MONTH SALES IN THE MTC'S 13 YEARS HISTORY. ATTENDANCE WAS EXCELLENT AND COVERED THE ENTIRE SPECTRUM OF THE ITALIAN ECONOMY, FROM THE LARGE EDP USERS (I.E. OLIVETTI, FIAT, THE MAJOR BANKS' AND INSURANCE COMPANIES) ALL THE WAY TO THE MEDIUM SIZED MANUFACTURING INDUSTRIES (PUBLISHING HOUSES, COSMETICS MANUFACTURERS) UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MILAN 00892 190757Z

INDICATING AN INCREASING SPREAD OF EDP KNOWLEDGE AND NEED IN ITALY (SEE MILAN'S 0885).

EDP USA RECEIVED EXCELLENT PUBLICITY, WITH SEVEN MAJOR TECHNICAL PUBLICATIONS (IN BOTH EDP AND ELECTRONICS FIELD) PROVIDING FULL ADVERTISING COVERAGE IN RETURN FOR SPACE AT SHOW. EXHIBITORS SO ENTHUSIASTIC ABOUT SUCCESS OF SHOW THAT THEY REQUESTED ADDITIONAL LATE FALL ROME MULTI-COMPANY BSP AS COMPLEMENTARY TO OUR ANNUAL MAY COLOSSUS WHICH NOW FIRMLY IMPLANTED AS THE ONLY COMPUTER SHOW IN ITALY.FINA

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 19-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MILAN00892
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770178-0718
Format: TEL
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770539/aaaabhwe.tel
Line Count: 106
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: dcdbcc8f-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2451123
Secure: OPEN
Status: NATIVE
Subject: MILAN TRADE CENTER MAY EDP USA EXHIBITION
TAGS: BEXP, IT
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/dcdbcc8f-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009